



The Embroiderers' Guild of America, Inc.



2017 Annual Report

Mission: To inspire passion for the needle arts through education and the celebration of its heritage.

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Credits. Cover: *Tiger* by Jan Jellens. Photograph provided by the estate of Jan Jellens.

Letter From the President

One of my responsibilities as president is to visit each region during my term of office. In 2017, I visited the following regions: Metropolitan, New England, South Central, Pacific Southwestern and Mid-Atlantic. I have enjoyed visiting the regions, talking with members, participating in classes, attending meetings and doing as much as I can to interact with those who are there. I think it is important to be accessible, to answer questions, to be supportive and to let them know our plans for the future.

This board has continued work on the goals that were established through the strategic planning session in late 2015. The Crown Jewels of EGA planned giving program developed by the **Fund Development** committee reached a total pledged amount of \$88,000 by the end of 2017. Members of the **Marketing and Branding** committee were heavily involved working with Sheehy, a marketing firm in Louisville, and developed a new logo and branding standards. A new member survey developed by the **Membership Recruitment and Retention** committee continues to provide valuable information to be used for future marketing efforts. The **Online Presence** committee worked through proposals for a new website and selected Mightily, also in Louisville, which began the process in 2017. A new website is to debut in early 2018. The **Operations Plan** committee has been hard at work totally revising EGA's Policies and Procedures with approval expected in 2018.

In 2017, EGA received a check in the amount of \$1,100,000 from the Gay Montague Phillips estate which represents almost half of the negotiated settlement achieved in September, 2016. The executor of the estate received the first interest only check in the amount of \$14,375 which represents one half of the annual interest on a note in the amount of \$1,150,000. The estate should close in 2018.

By the end of 2017, donors had contributed \$14,254 toward research for a cure for Alzheimer's disease. I have selected the Fisher Center for Alzheimer's Research Foundation to receive our donations. This is their mission statement: *to attack the scourge of Alzheimer's disease through a 3-pronged assault focused on understanding the causes of Alzheimer's disease; improving the care of people living with Alzheimer's to enhance their quality of life; and finding a cure for this devastating disease.* Their website is alzinfo.org if you would like more information. This would not have been possible without the marvelous donated designs and the wonderful support of our members.

Leslie Gagliardi, President

2017 ANNUAL REPORT

The Year in Review

Education

Education opportunities included the national seminar, educational programs, educational advancement programs, projects in *Needle Arts*, Petite Projects, *Winning Ways* lectures, the International Teacher Tour, Fiber Forum Retreat, Extended Study Program, Group and Individual Correspondence Courses, Master Craftsman program, Online Studio, region programs, and chapter programs.

Online Studio

Four online classes (listed on page 11) were offered in 2017 with a total of 272 participants.

Educational Programs

Group Correspondence Courses (GCC). The six new GCCs issued in 2017 are listed on page 12. A total of 33 GCCs were available as “Lightning Rounds” in 2017. At year-end, 13 courses were ready for release, under development contract, in piloting, or in editing and revision.

<u>GCC</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Participants	990	1,005	1,347	1,157	1,373	1,246	1,370	2,256
Groups	89	94	115	105	100	118	128	190
Group enrollment	779	795	1,088	885	1,115	1,067	1,193	1,773
Individual enrollment	211	210	259	268	269	179	287	483
New courses	6	3	2	5	6	1	5	7
Retired courses	5	3	5	8	11	0	2	9
Courses at year-end	28	27	27	30	33	38	37	34

GCC participants work together or individually on new techniques with the opportunity of receiving evaluations from the teacher on completed or partially-completed projects.

Individual Correspondence Courses (ICC). A new six lesson course, *Crazy Quilting*, taught by J. Marsha Michler, was added to the 2017 Education Catalog. *From Scene to Scene*, taught by Lois Kershner, was retired.

<u>ICC</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Participants	37	25	37	26	36	23	39	54
Graduates	5	10	8	9	5	9	12	11
Courses at year-end	10	10	10	10	10	8	13	15

Individual Correspondence Courses offer EGA members an opportunity for intensive, personalized study under the supervision of teachers selected for their outstanding needlework skills and knowledge. The courses are in-depth study programs covering a wide range of embroidery techniques and disciplines at various skill levels. They are a perfect complement to workshop classes, group study courses, and lectures.

Challenge/Challenge with a Twist. The theme for the 2017 **Challenge** and **Challenge with a Twist** was *Breaking New Ground*, with Shirley Kay Wolfersperger as consultant. A total of eight participants resulted in six completions. The **Challenge/Challenge with a Twist** program provides a bridge between working the designs of others and entering juried exhibitions with your own original design. The program offers one-on-one encouragement, guidance, and evaluation on color and design with a nationally-recognized consultant. Designed to promote creativity for the participants, **Challenge/Challenge with a Twist** encourages participants to stretch in color and design while working at their own pace and in the familiar surroundings of their own home.

Educational Advancement

Extended Study Program (ESP). The Extended Study Program provides members with opportunities to participate in comprehensive programs that encourage creative expression and personal growth. In 2017, there were two programs offered. The first program, *Journey to Mexico: Embroideries, Pottery, Artists, Markets, Museums in Oaxaca, Puebla, Tlaxcala, Mexico City*, had 15 registrants. Textiles, culture, food, art, gardens, and history were included in this well-organized tour. Participants met with craftsmen, artisans, and with several people who shared significant cultural information on the importance of maize and water resources. The second program, *Summer Garden in a Box*, was led by Marsha Papay Gomola. Twenty-one students created dimensional embroidery working on their own miniature garden to include birds, mammals, plants, and architectural elements. Students were encouraged to design their own garden or use the pattern provided. Encyclopedic instructions of 250 pages gave complete guidance for students completing their gardens at home. The kit included a wide variety of materials and some finishing materials.

Certification Programs. EGA offers 5 needlework certification programs: Teacher, Teacher Graduate, Judge, Master Judge, and Appraiser. The listing of active EGA certified teachers is available on the EGA website. There have been 223 individuals certified as teachers since 1962. Most of the certification activity was between 1962 and 1989 – 169 individuals. Ten have been certified as graduate teachers.

The **appraiser program** continued with 8 participants. Two requests have been received from people wanting to take the class sooner than the Louisville 2018 seminar, when the next class is scheduled.

The currently enrolled candidate in the **teacher certification program** successfully passed Parts 1, 2, and 3, with Part 4 due in 2018.

The **Judges Certification Program** offers the lecture series, *Winning Ways*, at each national seminar. This day is focused on the finer points of stitching and judging different techniques. In alternate years, a two-day class is offered on the mechanics of judging.

<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
30	30	32	34	45	31	35	58

Presenters for *Winning Ways* 2017 were Janet Zickler Casey, *Crossing the Finish Line*, the fine art of finishing canvas work stand-up figures and ornaments; Judy Jeroy, *Silk Superimposed on Silk*, a look at the nuances of traditional Japanese Embroidery; Catherine Jordan, *Exploring Design Potential*, discovering easy to use tools to make the most of any design; and Margaret Kinsey, *Exploring Metal Thread Embroidery*, exploring metal threads and their history and uses.

Master Craftsman. The aim of the 10 Master Craftsman programs is to reward those who demonstrate mastery of a technique, enabling them to reach excellence in needlework. Examples of completed Master Craftsman steps were on exhibit at *Blue Ridge Rendezvous Seminar*.

<u>Master Craftsman</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Graduates	5	8	1	4	5	4	8	6
New enrollees	32	15	9	32	15	35	24	77
Enrolled at year-end	151	137	140	157	153	189	219	248

Each program has a web page on the EGA website showing the requirements for meeting Step 1 as well as pictures of successfully completed pieces. The web pages are revised as each program is updated and additional pictures will continue to be added.

Fiber Forum

Joan Schulze and Susan Lenz were the jurors for the 2017 Fiber Forum jurying. There were 42 entries and 98 images from 28 candidates for the 2017 Fiber Forum Jurying. The final results were 34 embroideries by 24 candidates accepted with scores from the jurors of three or more points. Two people had one work that scored low and the other entry accepted. Four persons received scores too low to be eligible for Fiber Forum this year.



Fiber Forum membership is currently 58 members and 25 Friends of Fiber Forum, and 168 to 170 Facebook followers.

<u>Fiber Forum</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>	<u>2010</u>
Members	58	51	53	48	38	38	40	40
Friends	25	20	58	52	28	30	39	38

The mission of Fiber Forum is to advance embroidery as an art form through the exhibition of original works of exceptional merit. New members are juried into Fiber Forum each year by accredited judges on the basis of both aesthetic achievement and technical skill.

Region Education

Regions offer educational opportunities through seminars, region-sponsored GCCs, special workshops, retreats, scholarships, and traveling teachers.

Chapter Education

Without a doubt, educational opportunities offered by chapters reach more EGA members than by any other level of the organization. Projects offered in conjunction with business meetings, workshops, retreats, public stitch-ins, and many other events throughout the year encourage members' participation and are a strong force in member retention.

National Seminars

Attendance at **EGA Seminar 2017, *Blue Ridge Rendezvous*** was 559. It was held August 16-20, 2017 at the Crown Plaza Tennis and Golf Resort, Asheville, NC.



	2017	2016	2015	2014	2013	2012	2011	2010	2009
Location	Asheville	Alexandria	San Antonio	Phoenix	Louisville	Santa Fe	Naples	San Francisco	Pittsburgh
Attendance	559	632	619	620	528	625	381	611	450
Teachers	29	31	27	25	25	32	24	32	23
Classes	60	61	64	48	48	56	47	56	42
EGA income share (rounded)	\$41,777	\$55,107	\$52,254	\$49,845	\$102,000	\$67,700	\$17,000	\$27,600	\$33,800
International Teaching Tour									
Students	276	142	400+	600+	717				
Teachers	2	2	3	3	3				
Venues	14	9	19	25	31				
Classes	15	10	19	25	44				



EGA Seminar 2018, *Diamond Jubilee*, will be held October 3-7, 2018 at the Galt House Hotel in Louisville, KY.

Other Special Events

21st *Through the Needle's Eye*. The exhibit opened in Asheville, NC in conjunction with EGA Seminar 2017.



Projects

Needle Arts projects. Projects from *Needle Arts* are listed on page 11.

Designers Across America projects were available through subscription or direct purchase. A total of 366 copies of the DAA projects were purchased by members in 2017 and there were 92 subscribers.

Petite Projects. Released in 2017 were *Blackwork Hearts* by Carolyn Standing Webb, *Gingerbread Heart Ornament* by Kim Sanders, *Everlasting Flowers Greeting Card* by Marilu Morency, and *Dogwood Assisi* by Lois Threlkeld. EGA wishes to recognize the efforts of Julie Fera for her work in updating hand-drawn charts and to the proofreaders and pilot stitchers collectively known as Pajarito Proofreaders for their assistance in making the projects user friendly and maintaining high standards for EGA. Petite Projects are donated by the designer/teacher to EGA and provided free to chapters for use as programs. Petite Projects were first introduced in 1994.

Youth Education. A new membership form was designed and added to the EGA website to allow youth to join EGA directly rather than through a chapter. Chapter membership forms were also updated. A Youth Membership table was included in the Teacher's Showcase at EGA Seminar 2017 to share information about EGA Youth Membership. Information about Youth Membership was also publicized in the Seminar 2017 handbook.

Exhibitions

21st Through the Needle's Eye was displayed at EGA Headquarters October through January 2018. Various items from the EGA collection were displayed throughout the year.

The education exhibit held at **Blue Ridge Rendezvous** featured 164 entries from 78 members plus 7 items from the EGA collection.

Communication

Needle Arts

The quarterly EGA magazine, **Needle Arts**, promotes EGA's mission. Individual projects helped readers learn and perfect surface embroidery, Romanian point lace, blackwork, counted threadwork, and older, traditional French goldwork techniques. The heritage of embroidery and world history was celebrated in articles on epic works created by groups of embroiderers around the world. Explorations in new media and reviews on contemporary exhibitions further celebrated the needle arts.

Featured **Designers Across America** were Janet Zickler Casey, Kim Sanders, Eileen Bennet, and Kathleen Diuguid. The magazine included numerous illustrated feature articles, profiles, and projects, as well as letters from the president and the editor, letters to the editor, media reviews, contributors' lists, calls for teachers and artists, calendar, region seminar schedules, summaries of the national board and annual meetings, and a condensed version of the 2016 EGA Annual Report. See page 11 for a summary of the 2017 feature articles.

Pearl Production continued as graphics designer and compositor, and **Royle Printing** continued as printer. EGA's embroidery editor, Cheryl Christian, continued under contract to acquire, or write and develop, all magazine and newsletter content, and to coordinate the editing, design, and production of *Needle Arts* and *Inside EGA*.

Inside EGA

This quarterly newsletter was published 4 times in conjunction with *Needle Arts* and reported the names of program graduates and scholarship recipients; described new GCCs, ICCs, and "Lightning Rounds;" and published illustrated news from chapters. Featured throughout the year were articles and pictures about chapter activities and celebrations, and member achievements.

Newsletters

The monthly **E-News** provided snippets of news designed to keep members informed, updated, and excited about the ins and outs of EGA.

Each of the 13 **regions** published a quarterly or bimonthly newsletter in hard copy, by email, or on its website. It is estimated that almost 90% of **chapters** published newsletters in hard copy and/or via email; the majority were issued either monthly or quarterly.

Presidents' Mailing

Among the items sent to chapters with the 2017 President's Mailings were news from the education department, EGA *Who's Who Directory*, EGA's 2017 budget, summaries of the EGA board of directors and annual meetings, and announcement of four new Petite Projects.

The Presidents' Mailing is a long-standing resource that is mailed to all chapter presidents after the Spring and Fall EGA board sessions. The purpose of the mailing is to provide information and guidance for chapter leadership. The contents and enclosures are also intended to be shared with all members and may be copied into chapter and region newsletters. These mailings are also available on the EGA website.

Facebook

In 2017, the EGA Facebook grew to 13,360 member and non-member followers, a 2,476 increase of new followers over 2016. The EGA Facebook page provides access to large, focused audiences and serves as a channel to help us with all EGA has to offer.

Facebook Stitch-a-long

As part of our Facebook efforts, a stitch-a-long (SAL) group was created where EGA members and non-members could follow along with us on small monthly projects as well as on larger projects such as the *Ambrosia Honey* that appeared throughout several issues of *Needle Arts* magazine. The SAL has been a great tool to show non-members the many reasons why they should join EGA: *Needle Arts* magazine, Petite Projects, our friendly community of members, and other benefits of membership. By the end of 2017, the SAL group on Facebook had around 2,500 members.

Instagram

In March 2017 we started our official Instagram account where we share beautiful images of embroidery and also promote some of our educational offerings. By the end of the year we had an active audience of about 200 followers.

Pinterest

By the end of 2017 we had a total of 899 followers and a total of 2637 embroidery items pinned by a variety of topics on 27 boards. Our posts on Pinterest have an average of 5,000 monthly viewers.

Website

In 2017 our website had around 658,000 page views. Our website is used as a tool to promote our diverse education opportunities and events. Some of the pages with the most traffic were our Free Projects page, the Seminar 2018 landing page, and the Chapter Directory.

Websites are maintained by all 13 regions and approximately 40% of chapters.

Research

Needle Arts featured one research report, *Studying Embroidery in the British Isles* by Gillian Paige, funded in part by an EGA Legacy Scholarship.

Collection & Library

The appraisal of 449 items in the collection was completed and the final report delivered in June.

Carol Lynn Stratton donated her work entitled *Tree Cross-Section*. It is a beautiful example of reversible blackwork and was part of the 20th *Through the Needle's Eye* and *Contemporary Blackwork* exhibits.

Pacific Southwestern Region donated four works by the late Jan Jellins. The selections represent the varied styles of the artist and demonstrate the versatility of thread painting techniques in creating astounding works of art.

Sharon A. Jessup donated a black velvet quilt by Rachael Sharp. It is cross-stitched all over in brightly colored wool threads with a satin lining and fringe border.

Jeanette Frary donated a 19th century Berlinwork picture depicting The Rest on the Flight to Egypt. The anonymously stitched piece incorporates highlights of metal thread along with the traditional wool yarn.

Over 50 books were borrowed from the lending library. Approximately 25 chapters borrowed study boxes.

New additions to the library included:

Embroidery: A History by Pamela Warner, donated by Rosemary Smith

English Medieval Embroidery: Opus Anglicanum, edited by Clare Browne, et al, donated by Marylyn Doyle.

This Is the Way I Pass My Time by Ellen Gehret, donated by AliceRae Kutish

A Beader's Reference by Jane Davis and *Designs for Bargello* by Nikki Scheuer, both donated by Jeanette Parker

Additionally, Channel Islands Chapter donated eight titles from their chapter library.

A number of duplicate titles were purged from the lending library and sold via Amazon and eBay, bringing in over \$500.

Fund-raising

Fund-raising at *Blue Ridge Rendezvous* netted about \$18,093 through the live and silent auctions, Seminar 2017 all expense trip tickets, and opportunity baskets. Donated items included jewelry, books, and stitched pieces.

General

Membership at Year-End

	2017	2016	2015	2014	2013	2012	2011	2010
Members	8,799	9,010	9,197	9,508	9,780	10,325	10,706	11,299
Chapters	272	279	282	290	296	296	300	308

Bylaws

At year-end, all regions and all but five chapters were 100% compliant with EGA's **bylaws review** policy. A total of 40 bylaws and amendments were approved in 2017.

Outreach

Reports were received from 12 regions reporting outreach activities of 132 chapters. Activities included donated items, membership/recruiting, fairs, exhibits, demonstrations, and education; 64 chapters reported participation in National Stitch in Public Day.

National Outreach Project

Alzheimer's research was selected by EGA president Leslie Gagliardi as EGA's national outreach project for the 2015-2018 term. As of the end of 2017, donors have contributed \$14,254 for Alzheimer's research. A third set of four projects by Barbara Christy Baty and Erin Moody, Toni Gerdes, Catherine Jordan, and Gwen Nelson were introduced at the *Blue Ridge Rendezvous*, making a total of 12

projects available through the EGA website. Thank you to the many members who have supported this charity.

Phillips Education Grants

All 13 regions received their \$5,000 **Gay Montague Phillips Region Grant** allocation in 2015, and most of the money was spent in 2016 with a few events in 2017. New England Region sponsored a class with Tony Minieri. Tennessee Valley Region extended a grant to Share-A-Stitch 2018 for an educational lecture open to all members region-wide.

Strategic Planning

This board has continued work on the goals that were established through the strategic planning session in late 2015. The Crown Jewels of EGA giving program developed by the **Fund Development** committee reached a total pledged amount of \$88,000 by the end of 2017. Members of the **Marketing and Branding** committee were heavily involved working with Sheehy, a marketing firm in Louisville, and developed a new logo and branding standards. A new member survey developed by the **Membership Recruitment and Retention** committee continues to provide valuable information to be used for future marketing efforts. The **Online Presence** committee worked through proposals for a new website and selected Mightily, also in Louisville, which began the process in 2017. A new website is to debut in early 2018. The **Operations Plan** committee has been hard at work totally revising EGA's Policies and Procedures with approval expected in 2018. As each committee completes its strategic planning goals, it will be discharged. That should happen in 2018.

Summary of 2017 Needle Arts Feature Articles

Designers Across America/World Projects (4)	<i>Chrimoose Lights</i> by Janet Zickler Casey; <i>Noel</i> by Kim Sanders; <i>Flowering Tree</i> by Eileen Bennett; <i>Mini Clover</i> by Katherine Diuguid
Projects (4)	<i>Flower Patch</i> by Terri Bay; <i>Ambrosia Honey</i> Parts 1-3 by Karen Steklasa Matze; <i>Lace Petals</i> by Tamara Yohannes; <i>Mini Checked Pine</i> by Mary Waldsmith
Technique (2)	“Evolution of an Embroidery: Michele Chavez' <i>Jane Magnolia</i> ” by Cheryl L Sharp; “Jenny Adin-Christie” by Cheryl Christian
Designers Across America/World Profiles (4)	Profiles by Cheryl Sharp of Eileen Bennett, Janet Zickler Casey, Kim Sanders, and Katherine Diuguid
Research (1)	<i>Studying Embroidery in the British Isles</i> by Gillian Paige
Experience Sharing (7)	<i>Should Your Chapter Go Online?</i> Part 4 in the series by Andreas Welch and Meg Welch; <i>Stitching in the Seventeenth-Century Manner</i> by Rebecca Wardlaw; <i>Summer Stitching Day Camp</i> by Julie Fera; <i>Star Spangled Seminar 2016</i> by Judy Jeroy and Courtney Matthews; <i>EGA and Catherine Jordan in the Limelight</i> by Cheryl Christian with Catherine Jordan; <i>Fiber Forum Jurying 2017</i> by Cheryl Christian; <i>Old Truths, New Ways: Building on Notes from the Past</i> by Sandra L. Gordon

Reference (4) *Bobbi Pilling Memorial Award 2016* by Carole Rinard; *The Quaker Tapestry* by Bridget Guest; *The Hands that Embrace Us: The Rebozos of Tenancingo* by Ellen Riojas Clark with Maria de la Luz Morales Herrera; *Moving the Needle Forward: The San Francisco School of Needlework & Design* by Ellice Sperber

Exhibitions (5) *From Cloth and Thread to Exhibition: Guidelines for Exhibiting* by Shirley Kay Wolfersperger; *The EGA Education Exhibition at Seminar* by Karen Schuler; *EGA Attends Festival* by Mary Van Tyne; *Preparing for Through the Needle's Eye* by Sally Olsen; *Through the Needle's Eye* by Cheryl Christian

Invitations (3) Invitation to view EGA's 21st National Exhibit; Invitation to attend the Seventh International Embroidery Conference; Invitation to enter Challenge and Challenge with a Twist for 2017: *Breaking New Ground*, Shirley Kay Wolfersperger consultant

Online Studio Classes (4): *Time to be Happy* - Denise Harrington-Pratt; *A Trio of Treasures* - Judy Jeroy; *Creating a Beaded Menagerie* - Nancy Era; *Matroyshka* - Laura Smith.

New GCCs (6): *Temari Shades of Pink, Part I* by Barbara Suess; *Undulations II* by Gail Stafford; *Snowflake Ball* by Denise Harrington Pratt; *Fancy Flowers Temari* by Barbara Suess; *Papillon* by Adrienne G. Meyer; *Noel* by Barbara Kershaw.

GCC Lightning Rounds (13): *Circle with Blue Flower* by Margaret Kinsey; *Temari II: Blue Heaven Temari* by Barbara Suess; *Isabella: Italian Drawn Thread* by Barbara Kershaw; *Snowflake Ball* by Denise Harrington Pratt; *Undulations II* by Gail Stafford; *White Iris* by Mona Hill; *Temari Shades of Pink, Part I* by Barbara Suess; *Cutwork, Shadow Work, and Trapunto Basics* by Luan Callery; *Beginner's Hardanger* by Marion Scoular; *Meadow Medley* by Luan Callery; *Papillon* by Adrienne G. Meyer; *Frenzy of Fringes* by Jeanette Carmichael; *Star-Spangled Puzzle Ball* by Denise Harrington Pratt.

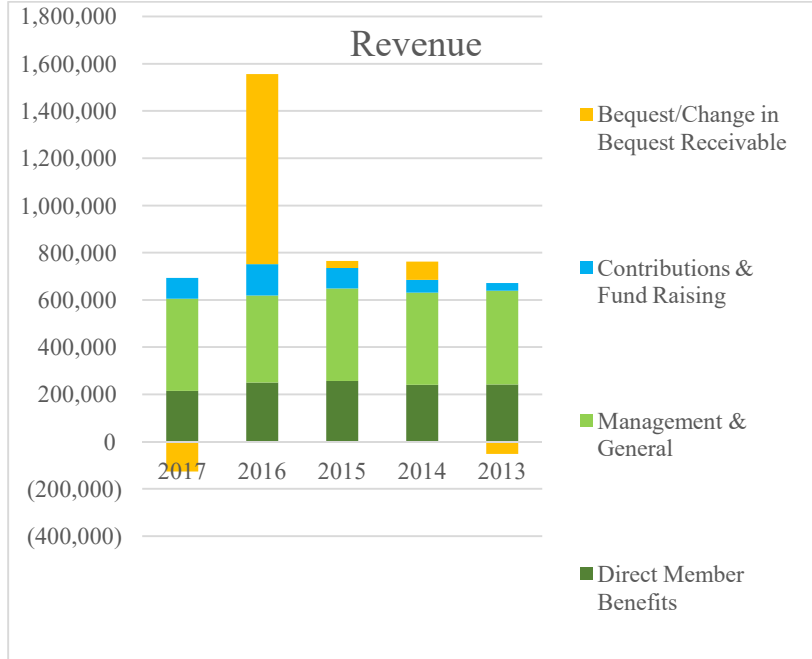
GCCs Retired (5): *Circle with Blue Flower* by Margaret Kinsey; *Temari II: Blue Heaven Temari* by Barbara Suess; *Assisi* by Marion Scoular; *Poppies* by Luan Callery; *Cutwork, Shadow Work, and Trapunto Basics* by Luan Callery.

New ICC (1): *Crazy Quilting* by J. Marsha Michler.

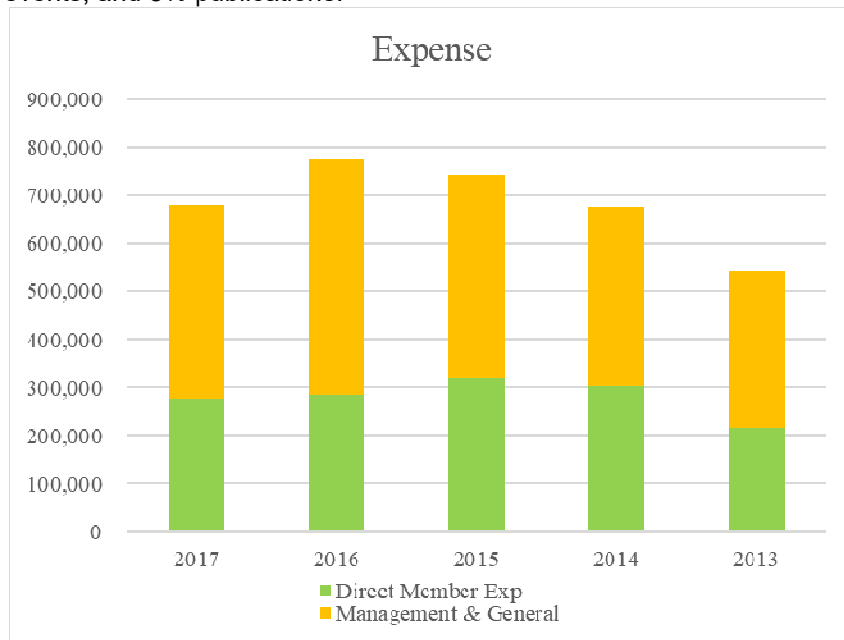
ICC Retired (1): *Scene to Stitch* by Lois Kershner.

Financial Information

Detailed financial information for the calendar years 2013 through 2017 is provided beginning on the next page. The graphs below are derived from the detailed financial information.



2017: management & general revenue of \$390,012 included 93% membership dues, 3% net sales, and 4% investment; direct member benefits revenue of \$215,198 included 63% education, 29% special events, and 8% publications.



2017: management & general expense of \$402,936 included 42% office, 44% staff, 10% board and committees, 3% website, and 1% membership; direct member benefits expense of \$277,643 included 45% publications, 50% education, and 5% special events and exhibits.

Financial Information
Statement of Activities at December 31

	2017	2016	2015	2014	2013
REVENUE					
Program Services					
Education	\$135,761	\$154,470	\$169,815	\$149,618	\$109,886
Publications	16,767	12,951	12,365	14,717	11,661
Special events & exhibits	62,670	83,316	75,285	77,021	120,733
Total program services	\$215,198	\$250,737	\$257,465	\$241,356	\$242,280
Management & General					
Membership	\$362,705	\$352,963	\$365,815	\$377,764	\$384,311
Sales, net	10,052	6,492	14,244	3,310	5,670
Investment/other	17,254	8,193	10,612	7,905	6,073
Total management & general	\$390,011	\$367,648	\$390,671	\$388,979	\$396,054
Contributions/ Fund Raising/Bequests	-38,223	937,956	116,511	132,140	-18,999
Total operating revenue	\$566,986	\$1,556,341	\$764,647	\$762,475	\$619,335
Net assets released from restriction					50
Total Revenue	\$566,986	\$1,556,341	\$764,647	\$762,475	\$619,385
EXPENSE					
Program Services					
Education	\$113,482	\$109,052	\$ 189,422	\$183,214	\$ 79,608
Publications	124,593	118,961	103,042	92,686	126,665
Special events & exhibits	39,568	57,985	25,261	26,817	9,491
Total program services	\$277,643	\$285,998	\$317,725	\$302,717	\$215,764
Management & General					
Membership	\$ 4,734	\$ 4,691	\$ 3,771	\$ 1,418	\$ 8,636
Staff	177,433	157,014	140,547	139,449	125,188
Office	167,849	272,515	227,159	181,375	150,303
Board & committees	41,223	49,116	44,851	41,533	32,273
Website	11,697	5,400	10,800	10,800	11,950
Total management & general	\$402,936	\$488,736	\$427,128	\$374,575	\$328,350
Contributions/Fund Raising		-	-	-	-
Total Expense	\$680,579	\$774,734	\$744,853	\$677,292	\$544,114
Total excess (loss)	(\$113,593)	\$ 781,607	\$9,794	\$85,183	\$75,271
Non-cash: Depreciation			593	1,598	3,523
Total cash excess (loss)	(113,593)	\$781,607	\$ 20,387	\$86,781	\$ 8,794

Notes. Independent accountants Deming Malone Livesay & Ostroff 2016 and 2017 Reviews and 2013-2015 Audits.

Financial Information
Statement of Financial Position at December 31

	2017	2016	2015	2014	2013
ASSETS					
Current Assets					
Cash & cash equivalents	\$ 654,767	\$ 934,617	\$801,396	\$ 788,250	\$ 753,621
Accounts receivable	42,240	55,928	52,056	47,771	102,645
Other Receivables	1,207,771	2,415,547	1,616,966	1,637,859	1,558,265
Inventory	15,446	16,872	22,104	19,636	16,606
Prepaid expenses	19,324	17,766	18,917	15,399	19,629
Total current assets	\$1,939,548	\$3,440,730	\$2,511,439	\$2,508,915	\$2,450,766
Property & Equipment					
Construction in Progress	\$ 33,750				
Property & equipment	95,785	95,785	95,785	95,786	95,785
	129,535	95,785	95,785	95,786	95,785
Accumulated depreciation	(95,785)	(95,785)	(95,785)	(95,192)	(93,595)
Total property & equipment	\$33,750			\$ 593	\$ 2,191
Other Assets					
Seminar loans receivable	\$ 18,334	\$ 18,045	\$ 18,294	\$ 21,033	\$ 18,533
Investments	1,668,834	324,121	528,004	522,700	518,027
Pledges receivable	19,375	32,000			
Collection	478,666	476,466	463,016	458,891	458,891
Total other assets	2,185,209	850,632	1,009,314	1,002,624	995,451
TOTAL ASSETS	\$4,158,507	\$4,291,362	\$3,520,753	\$3,512,132	\$3,448,408
LIABILITIES & EQUITY					
Current Liabilities					
Accounts payable	\$ 31,530	\$ 22,111	\$ 12,888	\$ 4,351	\$ 11,514
Payroll taxes payable					
Deferred income	194,742	223,423	243,644	263,354	277,650
Total current liabilities	\$ 226,272	\$ 245,534	\$ 256,532	\$ 267,705	\$ 289,164
Equity					
Unrestricted	\$3,919,654	\$4,033,090	\$3,251,335	\$3,231,270	\$3,146,314
Restricted	12,581	12,738	12,886	13,157	12,930
Total equity	\$3,932,235	4,045,828	\$3,264,221	\$3,244,427	\$3,159,244
TOTAL LIABILITIES & EQUITY	\$4,158,507	\$4,291,362	\$3,520,753	\$3,512,132	\$3,448,408

Notes: Independent Accountant's Deming Malone Livesay & Ostroff 2016 & 2017 Reviews and 2013-2015 Audits.

2017 CERTIFICATIONS

Individual Correspondence Courses

A Basic Study of Schwalm Embroidery

Janet Miller

Rainbows Bend

Cynthia Goldstein-Hart

Silk and Metal Thread Embroidery

(nine lesson format)

Deborah Zibrik

Chiaroscuro: Patterning Theory for

Blackwork

Kathryn Lord (Completed 2016)

World of Raised Embroidery: Traditional and Contemporary Stumpwork

Harriet Alonso

Coleen Scarborough (Completed 2016)

The Art of Teaching Embroidery

Julie Fera

Master Craftsman

Master Craftsman Beading

Sarah Langston

Master Craftsman Color

Helen Gottschalk

Master Craftsman Counted Thread

Susan Cimino

Master Craftsman Crewel

Marguerite Gibson

Elizabeth Gibson

Beth Jensen

2017 EGA Scholarships and Awards

Legacy Scholarship

Betty Jo Scurei

India Hayford

Mary-Dick Diggs Scholarship

Elaine Evans

Penny Evans Memorial Scholarship

Carson Wos

Genny Morrow Memorial Scholarship

Laura Kamienski

Marjorie Jones Scholarship

Elaine Evans

Bobbie Pilling Memorial Award

First: Florance Kochenberg

Second: Irene Olsen-Hostak

Third: Julia Pietruszewski

Gold Thread Award Winners

Carolinas - Sue Osterberg
Great Lakes - Linda Busalacchi
Greater Pacific - Robin Berry
Heartland - Solveig Walstrom
Mid-Atlantic - Catherine Jordan
Mid-Eastern - Terry Faber

New England - Linda Marchand
Pacific Southwestern - Carol Hutte
Rocky Mountain - Janice Wood
Sun - Laurie Hardin
Tennessee Valley - Nita Vollmer

Gold Thread Award – National

Solveig Walstrom

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As we focus our vision on the future, we need to build the financial resources to support our mission and our continued dedication to excellence. Among our goals are to initiate youth programs, develop academic research programs, and expand opportunities to display the work of our members and needle artists at the local, national, and international level.

Implementing these goals and ensuring the fiscal stability of EGA takes more financial resources than annual membership dues alone will provide. Ways that you can show your support of EGA include:

- Donate to the Annual Fund or the General Contributed Fund.
- Donate to the Crown Jewels of EGA.
- If you have a specific objective for your donation, contact Marketing@EGAUSA.org.
- Volunteer to hold a stitching session with friends and raise funds.
- Shop the EGA store to purchase merchandise and gifts.
- Sign up for a class – there is something for everyone in correspondence courses, independent study, extended study programs, chapter and region educational events, and EGA seminars.

Donations may be in cash or stock, by pledge, in-kind services, or by legacy in your will.

Donations should be sent to The Embroiderers' Guild of America, The Pointe • 1205 E. Washington St., #117 • Louisville, KY 40206.

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From left, bottom row: Rebecca Wardlaw, Joyce McCoig, Karen Hamilton, Leslie Gagliardi, Judy Badger, Barbara Orend, and Pam Coller. Second row: Nan Windle, Marnie Graley, Linda Dean, Gerry Stark, Marietta Mason, Janet Noble, Kathy Weigl, Linda Reinmiller, Marge Kelly, Kandy Nunn, Linda Busalacchi, Kari Boardman, and Shawn Miller. Photograph by Courtney Matthews.

EGA Staff Photos



From left, Brad Cape, Tonya Parks, Courtney Matthews, and Rand Duren

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